

Boost Your Google CTR With This Proven Method! by 37 Adwords Secrets

When it comes to running ads in Google, we all get stuck in a rut at some time or the other. We bring in virtually the same number of visitors each day, even after we've tried and tested different ad text again and again. To get yourself to that next level, it seems we need to think outside of the box. You are competing for the attention of your prospective customer, and if that customer sees 6 ads with the same Headline, you aren't really going to stand out. So together, we need to tap into some Adwords secrets that will give us the edge over our competitor and boost your Click through Rate. So how do we make our ad text stand out from the rest? Google, of course, has put in some rules about what types of characters and formatting we can use in our ad text. So we know words that are all in caps are out of the question, and we know that too many exclamation points are a no-no. But what about trademark symbols? Yes! Trademark symbols like ® and ™ help draw immediate attention to your ads without you having to sacrifice your message. Roger Hall, author of [37 Killer Adwords Secrets](#) explains how his team tested a series of identical ads against real world competitors with similar ad text. Some of Hall's ads had the trademark symbols, and other didn't. The result, the ads with trademark symbols had a definite improvement in Click through Rate verses the other in most cases. This, of course only worked when it was appropriate to the ad "i.e. you can't trademark just Sunglasses in your ad, but you could place the symbol if your ad says Ray-Ban™ Sunglasses and you are selling Ray-Ban™ Sunglasses. The big question is, does Google permit you to use this Adwords secret? All I can say is Google allows you to do this and has never banned any ad I have used this technique in," Hall says, "what's more, assuming you have the trademark owner's permission to use their trademark in your ads, it's hard to see why they would object to the use of a trademark symbol." It's true, many companies require you to use trademark symbols next to their name in print ads, so why not Google Ads? Even more so, they'll probably be more pleased that you are trying to help preserve their rights to their brand by using it in a positive way. Simple additions like this [Adwords secret](#) and more can help you get the edge over your competitors, improve your Click through Rate, and possibly improve sales. If you think you can benefit from this tip, we suggest trying it as soon as possible. After all, the key to success in Google Adwords is testing, so it's definitely worth the time!

About the Author

<http://www.37adwordssecrets.com/>

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